



SPONSORSHIP BROCHURE

24/25 SEASON

EMPOWERING OUR COMMUNITY THROUGH THE PASSION OF FOOTBALL

WELCOME

At Sevenoaks Town FC, we believe in bringing people of all ages together, fostering teamwork and having fun!

We're dedicated to creating a positive and supportive environment for our players, coaches, and supporters and building strong bonds within our community.

Join us in shaping the future of our football club and showcase your commitment to community spirit and sporting excellence.

By partnering with us you can make a lasting impact with our football club and beyond.

Thank you



Paul Lansdale
Club Chairman

OUR GUIDING PRINCIPLES

STRENGTHENING COMMUNITY | NURTURING GROWTH | COMMITTED TO EXCELLENCE



Our roots are throughout the Sevenoaks community, developed over many years, creating a sense of belonging amongst players, coaches and supporters



We promote football for all. Come to play. Come to coach. Come to watch. At Sevenoaks Town FC, regardless how you find us, there will be a warm welcome waiting for you



You will find an environment where players grow and flourish from their first kick of a ball. Building friendships, making memories and learning skills that will last a lifetime



Our growth in the community and on the pitch is thanks to a commitment to excellence that runs through everything we do

OUR GUIDING PRINCIPLES

IN EVERYTHING WE DO WE ARE **DETERMINED** | WE ARE **POSITIVE** | WE DO WITH **TEAMWORK**



DETERMINED

We start every session and match with a focus and commitment to hard work. Where everyone can lead on and off the pitch. Setting the highest standards in everything we do



POSITIVE

We create an environment that inspires, encourages and fosters confidence. Where bravery is rewarded. Fuelled by an enthusiasm, energy and enjoyment



TEAMWORK

Where we are positive and determined, we can succeed together. Respecting each other and our opponents. Bringing our love of the game to our wider community

SOCIAL ENGAGEMENT

2024 SO FAR X (TWITTER)

6.8K FOLLOWERS
3.2 MILLION IMPRESSIONS
2K RETWEETS
7K LIKES
34.6K PROFILE VISITS

FROM MAY 2024 INSTAGRAM

3.9K FOLLOWERS
300K REACHED
550K IMPRESSIONS
16.5K PROFILE VISITS
134K REEL VIEWS

FROM JUNE 2024 TIKTOK

900 FOLLOWERS
4.2K LIKES
150K VIDEO VIEWS
10K PROFILE VISITS
1.5K SHARES

WEBSITE

170K WEBSITE HITS ON AVERAGE

CLUB FOOTFALL

1200 AVERAGE ADULTS PER WEEK AUG-JUNE

ENGAGEMENT WITH SOFC BENEFITS MANY INDIVIDUALS:

115K HOURS OF SOCIAL INTERACTION

£93K PLAYER WELLBEING VALUE

£779K VALUE GENERATED FROM CLUB VOLUNTEERING HOURS

THIS TRANSLATES TO VALUE GENERATED FOR SOCIETY:

1.4M TOTAL ECONOMIC VALUE

£32K TOTAL SOCIAL VALUE

£113K TOTAL HEALTH VALUE

£646K TOTAL WELLBEING VALUE

** Stats are generated from The socioeconomic model developed at a national level for The FA's report on 'The Social and Economic Value of Grassroots Football in England'



VISUAL IMPACT PR OPTIONS

Effective visibility to our home and away audiences through multiple opportunities. BE SEEN

1

BANNER RENEWAL

INCLUDES:

- ✓ Display A5 leaflets in the clubhouse to promote your business, with an offer from you (if you want to take advantage of the opportunity to get more business!)

Boards	1 season	2 seasons
1	£325	£550
2	£530	£950

2

ADS IN PROGRAMME

INCLUDES:

- ✓ ½ page ad/advertorial in the matchday programme for the season (Min of 18 editions)
- ✓ Logo on the partner's page on the website and in the matchday programme

£200



3

BANNER PLUS PROGRAMME

INCLUDES:

- ✓ Combination of 1 and 2
- ✓ Pitch banner + Leaflets + ½ page ad in matchday programme + logo on partner's page on website

1 board/1 season	£475
1 board/2seasons	£700
2 board/1 season	£680
2 board/2 seasons	£1050

VISUAL IMPACT PR OPTIONS

Make your Mark on the game

4

SPONSOR MATCH SHIRTS

INCLUDES:

- ✓ Sponsor a youth team shirt with company logo for the season
- ✓ Logo on the partner's page on the website and in the matchday programme

YOUTH TEAM SHIRT **£300**

YOUTH TEAM JACKET **£300**

FOR SPONSORING BOTH **£500**

5

SPONSOR DUG OUTS

INCLUDES:

- ✓ Sponsor the home and away dug outs **and be seen around the ground**
- ✓ ½ page ad in matchday programme and logo on partner's page on website

2 SEASONS (MINIMUM) **£3000**



DEVELOPMENT SUPPORT PARTNER

Your partner investment will help us be able to continue developing facilities, services, programmes and encouraging & developing players and people within our great club. Building confidence and developing interests in our youth members

FOR 1 SEASON

£ CALL TO DISCUSS

YOUR GENEROUS CONTRIBUTION WILL MAKE A SIGNIFICANT DIFFERENCE BY:

- ✔ Supporting our over 14's develop and train to achieve official qualification in refereeing
- ✔ The qualifications allow them to further their interest into a paid opportunity to referee games across the UK
- ✔ Supporting the Saturday morning community football scheme for 4-10 year olds to try football in a safe, friendly environment. Last year OVER 300 children attended
- ✔ We use this scheme to encourage existing players aged 14 and above to start their journey in coaching and STFC pays for all the courses
- ✔ The mentors are paid to support and coach the youth coaches

WE'LL PROMOTE YOU BEING OUR SPECIAL PARTNER THROUGH:

- ✔ Promoting your corporate social responsibility element being involved with us
- ✔ A special Development Support Partner Banner
- ✔ A write up on our website and in our programme about all the work you are investing in
- ✔ Photo ops with any appropriate / relevant activity and socials to support your involvement
- ✔ A special club board at the ground for the season
- ✔ Promotions for your business in the clubhouse
- ✔ Social media coverage



COMMUNITY SUPPORT PARTNER

Your partner investment will help us continue to support the work STFC do within the community, for our players and members wellbeing too.

YOUR INCREDIBLE INVESTMENT WILL IMPACT OUR COMMUNITY AND HELP US:

- ✔ Support Sevenoaks Samaritans, West Kent Mind, and Hospice in the Weald. Fundraising through first team matches and events
- ✔ Support members wellbeing referring them to relevant support charities if appropriate
- ✔ Donate gate receipts on dedicated fundraising matches to the charities we support
- ✔ Create more charity PR through social media
- ✔ Increase our facility to support walking and wellbeing football – run by volunteers
- ✔ Support more school tournaments by providing referees and coaches which we fund
- ✔ Look after GREATNESS PARK for the wider community to use and enjoy during the week. STFC funds the annual maintenance of the grounds
- ✔ Provide vulnerable adults with sense of belonging through finding them jobs within the club so they have a sense of worth and value

WE'LL PROMOTE YOU BEING OUR PARTNER THROUGH:

- ✔ A special, designed logo
- ✔ Promoting your corporate social responsibility element being involved with us
- ✔ A special Development Support Partner Banner
- ✔ A write up on our website and in our programme about all the work you are investing in
- ✔ Photo ops with any appropriate / relevant activity and socials to support your involvement
- ✔ A special club flag at the ground for the season
- ✔ Promotions for your business in the clubhouse

FOR 1 SEASON

£ CALL TO DISCUSS



Contact us today to discuss opportunities with the club that will not only align with your brand values and provide visibility & support in the community, but will also see you become a champion of local sports!


WE LOOK FORWARD TO WORKING WITH YOU

Paul Lansdale
Club Chairman

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